

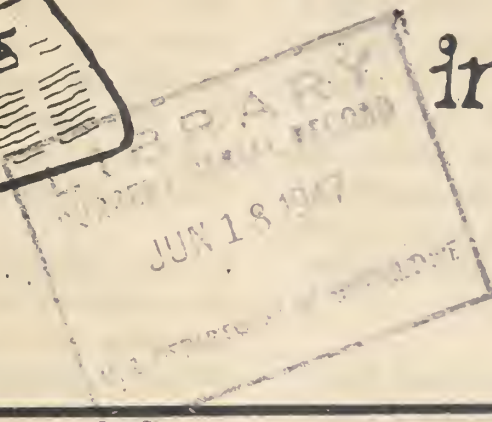
Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.9422
A8F732
up.3



FOOD VIEWS in the NEWS



A Service
For Food Page Editors of Western Dailies

San Francisco, California
June 6, 1947

RECIPE OF THE FUTURE

With Home Food Preservation Week almost here -- June 22 through June 28 -- it's time to give you a recipe for filling cupboards:

Jars or glasses Fruits or vegetables
Rings or tops Sugar or salt

Sterilize the first two ingredients thoroughly. Clean fruits or vegetables, peel, slice or dice. Add sugar or salt to suit. Combine the first ingredients with the second mixture, process required time, cool and store. This recipe will serve the family with a variety of foods all winter, to say nothing of adding nutritive value to their diet.

And now with that recipe out of the way, let's consider Secretary of Agriculture Anderson's recent statement on the designation of the last week in June as Home Food Preservation Week. "The war-time gains we have made in nutrition through home food preservation and other activities should be maintained, and encouraged further," Mr. Anderson said. "Through home food preservation, homemakers can assure more nutritious meals for their families the year around. This will help materially in improving national dietary standards."

We might add here that it is expected that relatively heavy commercial packs of fruits and vegetables will be produced by industry this year. But, the home and community preservation work is recommended to supplement supplies for individual families, and to conserve food which might otherwise go to waste. As far as sugar is concerned the 35 lbs. allotted to each person for household and canning use should be adequate for a good supply of canned fruit in home cupboards.

TORTURE TEST FOR ICELESS CAR

It's one thing for the frozen food industry to get fruits and vegetables and a variety of miscellaneous items "under wraps" and frozen. It's quite another to get these same packages of frozen food from one place to another under the proper temperature. If the temperature of a refrigerator car gets up much above zero degrees, the prime quality of frozen foods can not be maintained.

So, a new type of refrigerator car has been designed to help out in this problem. The U. S. Department of Agriculture, in cooperation with various industry groups, has tested an iceless refrigerator car that looks as if it will turn the trick. It operates with anhydrous ammonia, under pressure, carried in tanks attached to the under-frame of the car. This refrigerant expands in the cooling coils located in the ceiling of the car and when it has finished its job, it is taken up by water in absorber tanks which are also located under the car. Consequently, there are no moving parts.

This new iceless refrigerator car was tested in Virginia. It was loaded with cartons of frozen tangerine segments and left in the laboratory for ten days in an outside temperature of 92 degrees for the entire time. Temperatures were taken every two hours by means of some special thermometers. Car doors were never opened. And here is the result: during the 10 day test the temperature of the frozen tangerines at the top of the load averaged from 4 degrees below zero to 1 degree above; at the bottom, temperatures ranged from 3 below to 3 above. The load of tangerines was hard frozen when placed in the car. The load was still hard frozen when removed at the end of the test period.

DID YOU KNOW --?

..that an apple tree, 20 to 25 years old, producing 600 pounds of fruit a year, will have to take in about $1\frac{1}{2}$ pounds of actual nitrogen per year. Of this amount, about one-half pound goes back to the soil in the form of fallen blossoms and leaves.

..that the plentiful for July across the country will be potatoes, fresh oranges and lemons, canned citrus juices, grapefruit segments, tomato juice, standard grade peas, diced carrots, diced beets, and canned or bulk sauerkraut, along with peanut butter, cottage cheese, fresh and frozen fish, excluding shellfish.

..that so far this year, butter production has increased more than any other dairy product. Output in the first quarter of the year was 41 percent above a year ago.

..that the 1946 lemon crop was above 1945, and away above the average. Those are the lemons we are using now and will continue to turn into pies and lemonade this summer.

..that 49 percent of all shelled edible peanuts went into peanut butter in April as compared with 52 percent in March.

..that the quantity of poultry canned during March was the smallest amount processed in the five years records have been kept --46 percent less than a year ago.

..that high maple syrup prices have crowded maple sugar production down to 48 percent below average, BUT, almost twice as many gallons of syrup were produced this spring, the highest since 1944, but still below the average.

..that stocks of shell eggs in storage April 1 were only about a fourth of the usual holdings.

THAT FAVORITE TOPIC OF CONVERSATION

Says Mr. Brown, "The reason why it costs so much to eat today is due to the middleman."

"Oh no," replies Mr. Smith, "it's all the fault of the farmer and his high prices."

Whereupon Mr. Jones retorts, "You've got it all wrong --it's because of Government price support operations."

Now that is a conversation you might hear most anyplace these days with the high cost of living a favorite topic for discussion, but let's answer Messrs. Brown, Smith and Jones with a few facts.

To Mr. Brown we might say that part of the reason why distribution costs so much today is that the American people want service and plenty of it. We could point out to Mr. Smith that farm prices are up because of demand. More people in this country are working than ever before in peacetime. With the money they earn, they are eating more than ever before..and that drives the price of food upward. To Mr. Jones we might say that as a general rule these days, the Government support level is far below what the farmer is getting for his products, and consequently there is no need in most instances to set price support programs in operation.

Now let's get back to distribution for a minute. In these days the farmer must depend on the distributor to get his produce to the consumer.. unless, of course, he wants to set up a roadside stand. Take the wheat farmer for instance. He isn't in any position to grow the wheat and also mill it, bake the bread, slice and package it, and sell it direct to the consumer. And so he turns over his wheat to the distributor. And here's how these marketing charges are broken down.

During the last year for which a breakdown is available, the Bureau of Agricultural Economics found that of the total 62 cents of the consumer's food dollar spent for distribution, retailers received 24 cents; processors 21; wholesalers 7; transportation agencies 6; and assembly services, mainly at country points 4 cents. These figures cover all types of operations, even direct sales from farmers to consumers.

And this might be a good time to mention that the costs of marketing .. or the difference between what the consumer pays and what the farmer receives .. have shown considerable variation over the years. During the 1920-29 period, distribution took 58 cents out of each dollar spent by the consumer for food at retail. During the depression decade 1930-39, these charges rose to 62 cents. But, beginning with 1940, food marketing charges have dropped steadily until today they stand at 44 cents, the lowest level on record. These marketing costs vary with different foods. Only 21 cents of the consumer's dollar spent for butter in January of this year went for distribution charges, while 84 cents of the dollar spent for cornflakes went for marketing costs. Processing and distribution of butter isn't too complex, but on cornflakes and kindred foods there is processing, packaging, advertising and other "deducts" to consider.

We shouldn't leave the subject of marketing costs without considering what we as consumers have had to do with keeping these high. It's that service we demand. Most of us don't like to buy bacon by the slab -- we want it sliced and ready to go into the frying pan. We want our milk pasteurized and delivered in bottles or cartons. We want up-to-date stores with a parking lot on the side. We don't want to go back to the cracker barrel days. In fact, we wouldn't!

WILL YOU HAVE ONE LUMP OR TWO?

It's getting to the place where we are asked if we would like one lump or two in our coffee these days. It used to be, as you well remember, a case of one lump, and sometimes not even that.

The third quarter civilian sugar allocation was announced by the Department of Agriculture recently. This takes in the months of July, August and September of this year. The total allocation for all civilian uses for this quarter is about 350,000 tons greater than usage during the comparable period in 1946. Consequently, household users are assured that they will receive that minimum ration of 35 pounds per capita this year, and even a moderate increase over that amount if improvement in sugar supplies continues.

This increased allocation is partially due to improvement in probable sugar supply for the balance of the year, and is partially seasonal. Sugar usage normally is greatest during the third quarter because of peak production in home and commercial canning, soft drinks and ice cream. But, because of freight car shortages and the impending billion bushel winter wheat crop, both homemakers and industrial users are urged to make early purchases of the sugar they will need.

Incidentally, industrial sugar users who operate on a percentage base were increased from 60 to 75 percent of their 1941 base period usage on April 1. Present plans call for a continuation of this rate.

ACROSS THE BORDER

Here's the latest news on foot and mouth disease in Mexico, which, if it were to spread to this country would disastrously affect all sections of the country and all walks of life.

The advisory committee appointed recently by Secretary Anderson recommended all possible speed in the fight to eradicate this disease. One reason for this is the problem of the surplus cattle in the northern Mexican states which normally move into the United States as feeders, but which under the law cannot now be exported. Pastures and feed supplies in these northern areas are insufficient to support the additional number of animals. It is feared that if some relief is not given soon, the disturbed economic situation in this area will seriously endanger the success of the disease eradication campaign.

Other recommendations of the advisory committee are the erection of a protective fence along the Mexican-United States border to prevent the unauthorized movement across the line of animals that might carry the virus of the disease, and unceasing vigilance, not only along the border but also at the coast ports to prevent the entry of prohibited fresh meat, ship's garbage, animal byproducts, and hay and straw, which may carry the disease.

The average consumer who simply goes to the meat market and picks out the roast for dinner may not realize why all this importance is placed on the eradication of foot and mouth disease. Perhaps one comparison might indicate the seriousness of this disease. During the outbreak in California in 1924-25, enough animals were destroyed to fill a freight train made up of 1700 cars - - with each car carrying 20,000 pounds; or enough to supply the people of California with meat for 10 days.



FOOD VIEWS

in the

NEWS

A Service
For Food Page Editors of Western Dailies

San Francisco, California
June 13, 1947

"AMONG MY SOUVENIRS"

Now that sugar rationing has been discontinued for household consumers and institutional users, such as hotels and restaurants, we can put away the ration books as souvenirs of World War II. Our great grandchildren will probably be most interested in them in the years to come and be as intrigued as we are with relics of by-gone days.

But, let's drop the singing of "Among My Souvenirs," and discuss the fact that even though sugar rationing for consumers has been dropped, price control on sugar and related products remains, and will continue to be in effect until October 31. Those community ceiling prices on sugar are just as much in force as they were when issued a short time ago. Each type of store in each community area must still continue to sell sugar at the designated ceiling price, or lower.

Perhaps you are wondering how industry is faring these days in their allotments of sugar.

Recently their rations have been increased so that consumers could benefit from the increased sugar supplies in the foods they buy "ready-made."

Provisional allowances, a method of rationing sugar on the basis of the sugar content per unit of production, have been increased, and as a result we will once more be able to buy fruit packed in heavy syrup, and sweeter pickles. In addition, the Sugar Rationing Administration has increased sugar allotments for industry in certain counties because of increased population. Some bakeries, ice cream parlors and similar industries have been operating on a percentage of their 1941 base for some time, even though more people have moved into the community. Of the 20 counties in the United States that received increased percentages of their 1941 base, 11 are in the West -- 2 in Montana, 3 in Oregon, 2 in Washington, and 4 in California. A lot of people must have agreed with Horace Greeley!

-0-

U.S. DEPARTMENT OF AGRICULTURE

Information Service, Production and Marketing Administration,
Room 609, 821 Market Street, San Francisco 3, California.

DON'T LET ME FORGET TO TELL YOU--

..that since November 1943, the United States has shipped enough bread grain to Europe to make about 12 billion loaves of bread.

..that approximately 108 million pounds of nonfat dry milk were purchased by USDA from March 1 through May 31 of this year under the price support program. Arrangements have been made to sell the total quantity to UNRRA for use in overseas relief feeding and to the Army for civilian feeding and relief purposes in foreign areas.

..that recent research has demonstrated that discoloration of canned free-stone peaches can be greatly reduced by steaming them longer before removing the skins. Sealing the cans with a minimum amount of oxygen also reduces discoloration, makes the syrup clearer, and rids the syrup of a red color that comes from the fruit.

..that it takes about 4 coconuts to produce a pound of resecado--thoroughly dry coffee. Drying prevents putrefaction and also the payment of ocean freight charges on the shipment of mere moisture.

..that syrup blends containing ten percent, or more by weight or volume of maple sugar or maple syrup have been removed from price control on June 11. Pure maple syrup was decontrolled in October 1946.

..that ceiling price increases for certain syrups, molasses and syrup blends have been announced. An increase of 8 cents per gallon when packed in wooden barrels or half-barrels furnished by the seller has been granted for commercial cane syrup, country cane syrup, first and second molasses, refiners syrups, and all blends of syrups, except maple blends which are decontrolled.

PLANNING A SUMMER MENU

Let's begin with fresh or frozen fish for our summer menu; this food is quick and easy to prepare on a hot summer day and is plentiful besides. Heavy fish landings are expected to continue for the next few months, and, on top of that, cold storage holdings are about double that of last year at this time. If you are planning to concoct a fish loaf, don't forget to add a bit of grated lemon/ ^{juice} and a pinch of mustard for seasoning. Of course, you might garnish any fish with a slice of lemon, partially dipped in paprika, or you might be different, and hand fish an orange slice for a change. Incidentally both small oranges and lemons appear on the plentiful list for July, too.

When it comes to salad, how about a ring mold consisting of one layer of tomato aspic and the other of jellied cottage cheese neatly seasoned with a bit of onion or chives. Both tomato juice and cottage cheese have a niche on the July abundant foods listing; in fact, it is expected that there will be a record large carry-over of tomato juice into the new pack season as demand has not been up to par.

We might fill the center of the ring mold with a combination of canned peas diced carrots and diced beets well marinated with French dressing. These canned vegetables, along with frozen peas and frozen spinach appear on the abundant foods listing for July. Or, for another variation, we might fill the center of our aspic with well seasoned potato salad.

For dessert let's make some chocolate cupcakes, using some of those Grade B eggs which are not selling so fast right now, and are usually a "good buy" for cooking. When cool, hollow out the cakes and fill with ice cream.

THE UPWARD SPIRAL OF RETAIL MEAT PRICES

The current upward trend in retail meat prices has been blamed on a number of factors, among them our export activities. Actually, our exports are now so small that they should have no significant effect on domestic meat prices, either at wholesale or retail levels.

Secretary of Agriculture Anderson, speaking before a luncheon meeting of the Business Advisory Council on June 11, brought out the fact that allocations of meat for commercial export during the current quarter, April through June, amount to only 3 percent of total U. S. production, and are far below allocations for the same period last year. Mr. Anderson also pointed out in this connection that the general meat situation is good; in fact, production is running ahead of estimates made the first of the year. So all in all, consumers are now receiving a proportionately larger share of a larger meat output.

Let's look at the figures for a minute. Secretary Anderson noted that the second quarter allocation for commercial export totals about 155 million pounds as compared with about 314 million pounds allocated for export in the second quarter of 1946. Furthermore, the armed forces have been buying 30 percent less meat than last year, so these purchases have been drastically reduced too. He also pointed out that while the April-June allocations have been set at 155 million pounds, it is estimated that only about 125 million pounds will actually be exported during this quarter. From experience, it has been found that when countries find their exchange resources tightening up, they naturally seek commodities such as cereals, which will give them more nutritive units for the money available.

Mr. Anderson also added that through export control measures now in existence, it is possible to limit exports to foreign countries to the amount covered by their allocations. Department officials have worked closely with representatives of foreign governments to assure that procurement would be spread throughout the quarter, and that no country would purchase an excessive amount of meat at any one time. For example, the British, with an 85 million pound allocation, have been required to limit their purchases to not more than 10 million pounds weekly.

Now let's look at meat production. It was estimated that meat production in 1947 would be 23 billion pounds, dressed weight, the fourth largest output on record. Production for this April-June quarter was forecast at about 5 billion pounds, compared with 4.7 billion pounds produced last year in the same quarter. But, production in this quarter has been running ahead of the estimate. Actual output during the first 10 weeks of the current quarter has been about 4 percent above the forecast. Beef supplies are now running at a record level, and recent meat production reports show that beef supplies have been above expectations for this time of year.

Prices are our next concern, because they affect your and my pocketbook. The trend has been downward in livestock prices the past three months, although the curve has gone upward slightly in the past couple of weeks. Even with this recent upward trend, the sharp increases that have been reported in retail outlets are not justified by the prices the farmer has been receiving.

To summarize, suppose we quote directly from Secretary Anderson's remarks on the current meat situation. "These facts, it seems to me, make it clear that the increase in meat prices must be laid to factors other than the small export allocation, large meat supply, and prices that farmers receive for their livestock. One of the important factors not to be overlooked is the continuing strong consumer demand for meat."

A TABLE OF CONTENTS

Generally speaking, we glance over the table of contents in a magazine for an idea of what we will be reading in that particular issue, so why shouldn't we have a table of contents on U. S. farm production, so that we will have a hint of what we will be eating this year. Taking some information from the June crop report issued by the Bureau of Agricultural Economics, here is our table of contents for the food we will serve on our tables in 1947, and 1948.

CORN - Getting off to a slow start; too much rain, too little sunshine. At least 20 percent of the acreage for the country as a whole remained to be planted on June 1.

WHEAT - Harvest has started on the Nation's first billion-bushel winter wheat crop. This, with a relatively large prospective spring wheat crop would bring all wheat production to the huge total of 1.4 billion bushels. Record high yield per acre indicated.

OATS - Plantings were delayed in much of the North Central Area, which produces over 80 percent of the oats crop, by rains in April and May. Indications now point to a production 19 percent less than the record set in 1945, but still 7 percent larger than the 10 year average.

BARLEY - Indicated production larger than last year, but considerably below ten year average. Excessive rain in States bordering the Great Lakes has prevented planting of spring barley entirely in some areas and delayed it 2 to 3 weeks elsewhere. Stocks of barley on farms on June 1 were at the lowest level since 1938.

RYE - Small acreage planted this year. Production indicated at 34 percent below the ten year average, but 35 percent more than last year's small crop. Indicated yield highest since 1942. Stocks on farms June 1 lowest

for the date in the 14 years of records.

APPLES - Commercial production is expected to be moderately smaller than both last year and the average for the country as a whole. However, for the western group of states, it is expected to be larger.

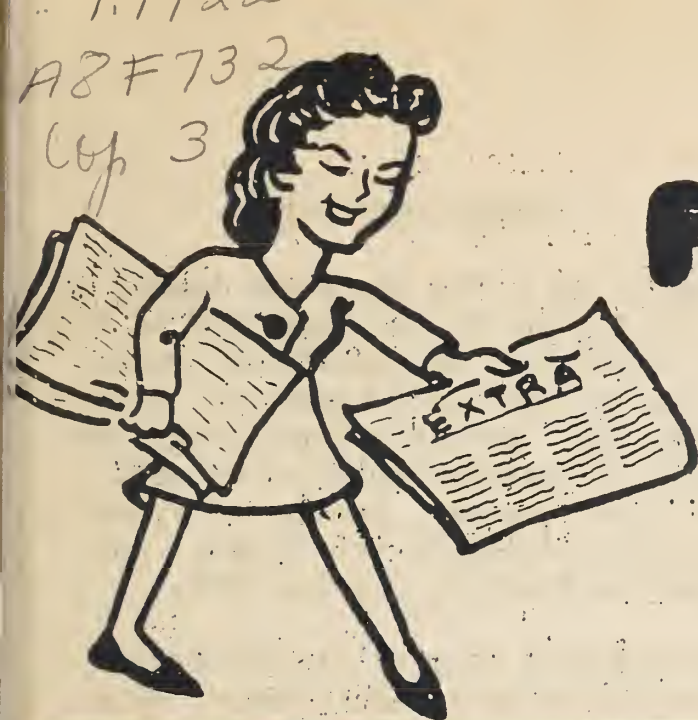
PEACHES - Another record crop anticipated, the third in succession. Western states expect a crop that is 42 percent above average. The season in the West is generally a week to 10 days earlier than usual.

PEARS - Production estimated to be only 2 percent less than the record high last year, and 14 percent more than average. Prospects are good to excellent in nearly all areas.

GRAPES - All three classes of grapes, (wine, raisin, and table) show prospects for large crops. Grapes in the Imperial and Coachella Valleys were damaged considerably by unseasonably hot weather during early May.

PLUMS AND PRUNES - Plum production forecast is higher than average, but a little less than the record large 1946 crop. Dried prune production in California is 2 percent above last year, and 8 percent above average. Prunes for the fresh market grown mostly in Oregon, Washington and Idaho show prospects for a large production, with a record crop in eastern Washington and Idaho.

APRICOTS - Production of apricots in the three important producing states, California, Washington and Utah, will be smaller this year, even less than the ten year average. However, Washington expects a record high as growing conditions during May were favorable for development.



FOOD VIEWS in the NEWS

A service
For Food Page Editors of Western Dailies

San Francisco, California
June 20, 1947

OUR GROWING APPETITE

You might say that the consumers of this country--meaning all of us--have a "hollow leg," and have joined the category of small boys who can't be filled up with meat, milk, vegetables and fruits ...to say nothing of soda pop and candy bars.

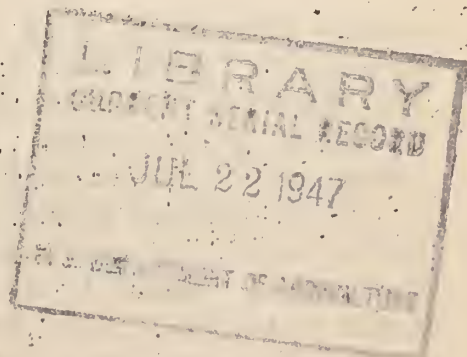
Secretary Anderson reported recently that, "People want about 40 pounds more meat per capita than they were getting between 1937-41; they want 200 pounds a piece more milk, about 9 pounds more chicken, 23 or 24 pounds more fresh vegetables, around 17 pounds more processed vegetables, an additional 50 pounds of citrus fruit, and over 80 pounds more of other fruits."

This trend is indicated by our food consumption level last year -- 16 percent above prewar. But, this 16 percent increase doesn't come close to what consumers want. Taking the top 40 percent of the population before the war, income \$2,000 a year, as a basis, it is indicated that the people of this country would like to be able to buy a third more food than they had on the average in the 5 prewar years.

As Secretary Anderson stated, "When people who haven't had the food they wanted get better incomes, they buy more food and they also buy the more expensive foods."

Mr. Anderson also noted, "As consumers earned more money, and as dairymen stepped up milk production, people began drinking much more milk than ever before -- from a fourth to a third more. They also showed they wanted more and more meat. In 1944 we ate about 23 pounds more meat per capita than in prewar years, and this year may make the difference 25 to 30 pounds -- at least a fifth more than prewar."

-0-



U.S. DEPARTMENT OF AGRICULTURE

Information Service, Production and Marketing Administration,
Room 609, 821 Market Street, San Francisco 3, California

THE EXPERTS TELL US --

..that rice seeding and replanting was practically completed during the second week in June and the new crop generally was making rapid growth. An unusually heavy harvest is indicated both in the Southern belt and in California. Stocks of old rice are low, reflecting the relatively large distribution in recent months.

..that if you ever feel in the mood to convert long tons of wheat into bushels, multiply the given figures in long tons by 37.33. A long ton, incidentally, is 2,240 pounds.

..that meat production under Federal inspection for the week ending June 14, was 4 percent below the preceding week, but 59 percent above the corresponding week last year. Beef slaughter was running $2\frac{1}{2}$ times last year's production.

..that milk production on farms in the United States during May was estimated at slightly higher than a year ago, but 1 percent less than the 1945 record high production for the month. Milk production per cow on June 1, however, was the highest ever reported for the first of any month.

..that farm flocks laid over 6 million eggs in May. This was 2 percent less than last year in the same month, but 13 percent above the ten year average. Egg production, per layer, during May was a record for the month. The average was 18 eggs per hen.

..that spinach is said to be a native of Persia. From that country it was transplanted to North Africa and later to Spain by the Moors. From there known as the "Spanish Plant"...a name later contracted to spinach...this vegetable found its way into other European countries. There is no record of its debut into the United States, but Thomas Jefferson mentions planting spinach in his garden at Monticello in 1811.

SUMMER ACTIVITIES

School's out! The books are tossed up on the top shelf, the lunch box is only put to work for an occasional picnic, shorts and sun suits become the fashion of the day. Mother relaxes after the strain of consolidating boy or girl with clean clothes, lunch, and spending money..all within a time limit. And summer heat starts pouring down.

And that very heat of the summer sun melts butter if it isn't tucked away in the refrigerator, causes food to spoil rapidly, and causes fat to become rancid more quickly. That points up the need to turn in any salvaged kitchen fat as soon as possible. If the fat salvage can is left on the top of the stove, the fat will deteriorate in short order. If you keep the can of used kitchen fat in the refrigerator, it is just taking up space that is needed for other perishable food. So, as fast as you fill up those tin cans with inedible fat, turn them in as part of your summer activities.

Fat salvage is still necessary. Although domestic production of edible fats and oils is expected to increase during the second six months of 1947, total overall supplies of inedible fats and oils for that period are uncertain. Domestic production of inedible fats and oils will be about the same as for the last six months of 1946, but the volume of imports and exports of inedible fats and oils will depend upon import and export controls, which expire on June 30, unless renewed by Congress.

For your information, here are the weights of the most common can sizes to be deducted in figuring the value of your used fats: No. 1, holds 10 oz., weighs 2.2 ounces; No. 1 $\frac{1}{2}$, holds 16 oz., weighs 2.7 oz.; No. 2, holds 20 oz., weighs 3.6 oz.; No. 3, holds 1 quart, weighs 5.3 oz.; No. 4, holds 48 to 50 oz., weighs 7 oz.

THE NATION'S REFRIGERATOR

We might compare the nation's refrigerator today with the way our home refrigerator looks just prior to the heavy weekend shopping. There's always some food left, but the shelves aren't as heavily laden as they will be shortly.

In the nation's refrigerator, there is quite a quantity of frozen vegetables left over from last year's pack -- about 85 million more pounds than at the same time a year ago. This is probably the low point of the year too, as new packs will be coming in from now on.

We're running a little low on butter and cream in our country-wide refrigerator, as stocks of both were below average on the first of June. There aren't as many eggs left as usual either. While more shell eggs went into storage in May -- in fact the number of cases doubled during the last month -- stocks of eggs were at a record low for the first of June. In the three Pacific Coast states, there were just about half as many eggs on hand as last year at this time.

That turkey we didn't eat is still in the nation's refrigerator, too. Here in the West we have about 3 million pounds more than we did last year -- 25 million pounds in the three Pacific Coast states alone. All in all though, poultry stocks are well below last year for the country as a whole.

We have some 79 million pounds of fish ready to cook for dinner; 9 million pounds more than a month ago, as fishing season is in full swing right now. But, we don't have so much meat as stocks were below average, with pork holdings near the record low reached in May 1945.

THOSE THREE FACTORS

There were three factors which determined whether sugar rationing to consumers and institutional users should be discontinued. These were indicated in testimony before the Senate and House Banking and Currency Committee, the week before sugar rationing was terminated.

First, there was the matter of IEFC allocations. When it was announced that the United States would receive an increased allotment of 350,000 tons of sugar from the Cuban crop surplus, things began looking brighter. Figuring this amount on a per capita basis meant an additional five pounds per person for this year.

Secondly, there was a question of what Cuba was going to do with any sugar over and above its own local needs, and how it was going to dispose of the sugar that isn't covered by IEFC allocations -- free export, in other words. According to advice received, Cuba indicated that this sugar would be sold in such a manner as to relieve other demands on the world pool.

Thirdly, export possibilities from Java were considered. According to information received from a Department of Agriculture representative in Java, it is thought likely that 200,000 tons of sugar would be available for world usage this year. Java, before the war, used to export over a million tons every year, but the present political situation there has cut down production for the time being.

Aside from the supply picture, another item entered into the decision to discontinue sugar rations. The domestic distribution figure has been low for the first two months of the current quarter. In fact, it was less than the allocation for the quarter.

CHICKEN AND POTATOES

This isn't a story of fricasseed chicken with mashed potatoes and gravy, but a tale of what the advisory committees, appointed by the Secretary of Agriculture in accordance with provisions of the Marketing and Research Act of 1946 have recommended for special consideration.

The Potato Advisory Committee asked for intensive research in the field of marketing, including work on improving quality so that consumers will have the best of the best. They were also interested in a study of potato consumption in relation to income, type of family, season, and place of residence. They recommended research on developing and expanding the uses of potatoes.. new and cheaper dehydrating processes; other means of preserving whole, ground or sliced potatoes; work on the production of potato flour. Research in marketing costs, government programs and foreign trade, in addition to production research, were also recommended.

The Poultry Advisory Committee emphasized that three fields of poultry research should receive first consideration. They recommended first, a study on the efficiency and economy of selecting breeding stock to improve egg production and quality; second, further research on the nutritive requirements of those all-important chickens; and third, a search for more economical sources of protein as this is the most important and expensive part of a chicken's diet. They went further and urged that high priority be given to research on ways to eliminate losses at each step in the processing and marketing; that more basic information should be obtained on nutritional value; and that domestic and foreign markets be expanded through development of new food and other uses for poultry and its byproducts.

TABLE OF CONTENTS CONTINUED

Last week we discussed a table of contents on U. S. farm production, an index of what we will be eating the rest of this year, and the first of next. We covered the main grain crop prospects and some of the fruits, but we shouldn't stop there. So let's continue with more facts and figures from the June Crop Report issued by the U. S. Department of Agriculture.

TREE NUTS - Prospects favorable for all tree nuts. California walnut production estimated slightly higher than last season, but under 1945 production. Walnut prospects in Oregon generally good, although production is expected to be somewhat smaller than last year. California almond production estimated to be above normal, but somewhat smaller than last season's record crop. Filbert production in Washington and Oregon looks generally favorable.

ORANGES - The 1946-47 crop is estimated to be 12 percent larger than last year.

GRAPEFRUIT - Total production is slightly less than last year, about 3 percent lower. About 3 million boxes of Florida grapefruit will not be harvested because of low prices.

LEMONS - California crop very little larger than last year, but about 8.5 million boxes remained to be used on the first of June this year, compared with somewhat less than 7 million boxes on June 1 of last year.

FIGS - Prospects are generally favorable for a good California crop.

OLIVES - Heavy bloom this year, but the fruit set is irregular.

8F732



FOOD VIEWS

in the

NEWS

LIBRARY
JUL 24
U.S. DEPT. OF AGRICULTURE

A Service
For Food Page Editors of Western Dailies

San Francisco, California
June 27, 1947

WITH MUSTARD ON TOP

Hot dogs, hamburgers, and liverwurst on rye ask for a gentle or lavish hand with prepared mustard, as any picnicker well knows. And, from the increased interest in mustard in recent years, either we're spreading it on thicker, or more people have acquired the mustard taste. The demand for mustard went up greatly during the war.

Of course, the statisticians also tell us that the greatest boost in demand for that tiny mustard seed has come from the industrial users of mustard oil. This oil is used in making soap, textiles, lubricants for precision machinery, and many other things.

Montana is credited with the lion's share of mustard seed production, harvesting nearly 90 percent of the 1946 crop. This crop is also raised in Washington, Oregon, California, North Dakota, and Nebraska. Last year farmers in these States produced about 43 million pounds of this spicy seed, where the average crop before the war was just a fraction of this amount.

The experts in the Bureau of Agricultural Economics figure that for the near future, mustard seed production looks like a good thing. As long as people continue to eat a lot of meat and other foods that require the touch of mustard, and as long as there is a big need for fats and oils, mustard seed should continue to be in good demand for several years more.

-0-

U.S. DEPARTMENT OF AGRICULTURE

Information Service, Production and Marketing Administration,
Room 609, 821 Market Street, San Francisco, 3, California

IT MAY BE NEWS TO YOU

- that meat production for the week ending June 21 was more than double the 147 million pounds produced the corresponding week last year. Three times as much beef was slaughtered, twice as many calves, 89 percent more hogs, but 21 percent less sheep and lamb.

- that Cuban avocados enter this country duty free in the months from June to September when the California and Florida supplies are light. Most of these will fly to market this year in light cardboard cases of 8 to 15 pounds. Avocados that book passage on a boat are packed in crates holding 55 pounds.

- that production of butter here in the West was 85 percent greater than the corresponding week last year, according to the report for the week ending June 24. For the country as a whole, production was up 29 percent.

- that the French Government is purchasing five million pounds of dry whole milk in the San Francisco area for immediate shipment.

- that any rumor concerning decontrol of industrial sugar rationing or increase in industrial percentage rations is false. Under present law, individual consumers must be assured of 50 lbs. of sugar per capita before industrial rates may be increased.

- that the combined 1947 spring and fall pig crop is expected to be 3 percent above 1946 and about 1 percent above the average.

- that it is expected that all spring truck crops will be smaller than last year, except snap beans and watermelons. Cantaloups and watermelons are only two summer crops estimated to be above 1946.

LOOKING BACKWARD

Since the Government fiscal year starts on the first of July, it's a good time to say "Happy New Year," and look back over the past twelve months. Just for fun, let's see what has happened agriculturally since the first of July 1946.

JULY - Whipping cream received its exit papers again. Cream with a butterfat content in excess of 19 percent was banned for sale to consumers. We needed more butter those days. Remember when a pat of butter was a novelty? Government set-asides of meat and lard, butter, wheat, evaporated milk, and chum salmon were dropped. We were in the height of the Famine Emergency Campaign and homemakers were being asked to use less bread and more potatoes and vegetables, to do less frying and baking, and to preserve as much food as possible. July also saw the first meeting of the International Emergency Food Council in Washington, with representatives of 19 nations attending. Price control was temporarily dropped from the American scene.

AUGUST - Set aside requirements were terminated on cheddar cheese, non-fat dry milk, Maine sardines and canned Pacific mackerel. Restrictions on the use of milk fat in frozen dairy foods and ice cream were also lifted. Eighty percent extraction flour became a thing of the past when it was announced that beginning September 1, flour manufacturers were free to go back to the normal rate of 72 percent.

SEPTEMBER - Price control in again, with the first short supply list issued by the Secretary of Agriculture under provisions of the new law. Items that did not appear on this list had to be decontrolled. Then came along a shortage of meat -- we ate our meat in July and August and it was slim pickings in September.

MORE

But, we did have plenty of potatoes, so along in this month came the announcement of the reduced 1947 production goals for potatoes, and it was stated that the U. S. Department of Agriculture would not support prices for those growers who overplanted. Then due to our large shipments of grain and other food overseas, the Famine Emergency Committee announced it was taking a breathing spell for awhile.

OCTOBER - One of the biggest stories of that month was the decontrol of livestock, meats, and other livestock products. When approving the order, Secretary of Agriculture Anderson brought out that a continuous supply of beef was essential and, at that time, the number of beef cattle on farms and ranches was dangerously high, with many cattle in feed lots that should be slaughtered soon. Hand in hand with this came the termination of controls over purchases and use of corn and other feed grains by food manufacturers, feeders, feed manufacturers, etc. Most of the controls were lifted on fats and oils after edible oils were decontrolled. War Food Order No. 1, which dealt with the manufacture and distribution of bakery products, also became a memory. Bread enrichment was no longer required and restrictions on weight, number of varieties, and methods of distribution were dropped. More import controls were dropped, and the month finally ended with only 25 orders still in effect out of over 170 issued since the beginning of the war.

NOVEMBER - Thanksgiving and plenty of turkey to go with the mashed potatoes. Whipping cream made its reappearance in time to go on the pumpkin pie. But it was hard to find the soap to use in washing the dishes. Production goals for various crops were announced, and growers were asked to grow more sugar beets, rye and flaxseed and less potatoes and dried edible peas. All restrictions on the production of flour for domestic consumption were terminated.

DECEMBER - Along with Santa Claus, U.S. Prime grade on beef and veal was reinstated and we received some green tea from Japan and began to see canned sweet potatoes again, all wartime casualties.

JANUARY - It was announced that our first quarter imports of fats and oils would be higher than our exports for the first time since 1942. Civilians also received a larger share of both dried beans and rice.

FEBRUARY - Food and mouth disease broke out in Mexico - a serious livestock malady for which there is no practical vaccination or cure.

MARCH - Set asides on canned fish and cheese were cancelled. At the same time it was noted that we had 46 percent more frozen fish on hand than the average for the last five years.

APRIL - Turkey for Easter dinner! Stocks of both large and small birds were very high and the public pitched in and helped use them. Sugar rationing was transferred to the Department of Agriculture. India announced an additional allocation of 4 million pounds of black pepper to this country.

MAY - Community ceiling prices were issued on sugar, according to the type of store and area. These maximum prices will be in effect until October 31.

JUNE - The end of consumer sugar rationing. When ration stamps ceased to be the main topic of conversation, the high cost of meat took over the center of attention. The unprecedented consumer demand became the question mark in the meat picture.

Happy New Year!

THE SPECTACULAR SOYBEAN

It's nothing short of spectacular the way soybean production has soared in this country in the last twenty-five years. Back in the 1920's and early '30's, China was the leading soybean producer with an annual output of about 200 million bushels. This year it is expected that the United States will produce close to the same amount. In 1924, the first year of official estimates, this country produced 5 million bushels; today's crops are about 40 times larger.

Before 1935, the largest single use of soybean oil was in paints and varnishes. Little was used for food purposes. But the lard shortage from 1935 through '37 brought big demands for vegetable oils and for improvement in the quality of soybean oil for food uses. Since 1939, the bulk of the soybean oil produced has gone into foods. Today soybean oil is the most important ingredient in shortening and is second only to cottonseed oil as a material for margarine.

Soybeans also played an important role during the war. Soybean meal production jumped from a million to over 3 million tons. The large supplies of this high protein soybean meal contributed directly to the milk and egg production records, and to the large quantities of pork and beef produced.

The latest research on the use of soybeans for food has brought out that dehydration is the best way to preserve the distinctive flavor of green vegetable soybeans. Canning changes the flavor and palatability. When the beans are allowed to become mature and dry on the plants, the flavor is nut-like and loses all resemblance to the fresh vegetable.

OVERSTUFFED CRICKETS

We'd probably feel and look like a piece of overstuffed furniture if we could eat as much in one day as a cricket does. If we lived up to their record, we'd eat 130 pounds of food a day if we tipped the scale at that figure.

Those hungry crickets will eat their own weight in about 18 hours and an ambitious grasshopper will do the same in 16. A beef animal on a good range will eat its own weight in grass in 7 or 8 days, and if they didn't make any more efficient use of their food than a cricket, we'd have a steak only once in a blue moon whatever a blue moon is!

Those crickets or grasshoppers are pirates -- they steal food that rightfully belongs to those beef animals that personally manufacture those tender, juicy steaks. They gulp down wheat, alfalfa, sugar beets and garden crops besides. In fact, they aren't very discriminating, until it comes to eating poisoned bait, and then they become slightly fastidious when tempted with an arsenite. On the other hand, they don't recognize sodium fluosilicate when they taste it, so this has proved to be a fairly good control measure.

Sections of Oregon and Washington recently were unhappy hosts to a crowd of hungry crickets, and for several days they ate their weight in grain and anything else they happened to see. This ravenous crew is now under control, but they did plenty of damage for a time, eating up some future pancakes, rolls, and vegetables.

RESERVE

1.9422

A8F732

Missing: July-Dec. 1947

D 3 2 8 8